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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>	Application Number	09/769,924	
	Filing Date	January 25, 2001	
	First Named Inventor	Brimson, et al	
	Group Art Unit	2152	
	Examiner Name	TBA	
Total Number of Pages in This Submission	2	Attorney Docket Number	40655.0300

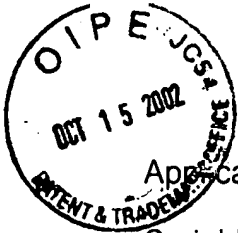
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Applicant(s): Bimson, et al.

Docket No.: 40655.0300

Serial No.: 09/769, 924

Confirmation No.: 5337

Filed: January 25, 2001

Group Art Unit: 2152

Examiner: TBA

TITLE: CONTENT MANAGEMENT APPLICATION FOR AN INTERACTIVE ENVIRONMENT

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**POWER OF ATTORNEY BY ASSIGNEE
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Ownership of the above-identified patent application is established by virtue of the following documentary evidence that has been reviewed by the undersigned:

Assignments from the inventor(s) of the patent application identified above. The assignments were recorded in the Patent and Trademark Office at Reel 011502, Frame 0647, Reel 011522, Frame 0458, and Reel 011759, Frame 0556, or for which a copy thereof is attached.

AMERICAN EXPRESS TRAVEL RELATED SERVICES COMPANY, INC., the Assignee of the entire right, title, and interest in and to the above-captioned United States patent application and all inventions disclosed and claimed therein, hereby appoints as its attorneys to prosecute the above-captioned United States patent application and to transact all business in the United States Patent and Trademark Office connected therewith and with the resulting patent, individually and collectively:

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Please send all further correspondence to Snell & Wilmer L.L.P. at the above address.

By: 
Stephen P. Norman

Title: Secretary

Date: 23 Sept 2002